

CLAIMS

What is claimed is:

1. In a distributed computer system, a method of generating an intender lead, said method comprising the steps of:

- a) identifying purchase indicators representing potential future purchases by prospects, said purchase indicators being contained within files in said distributed computer system; and
- b) extracting prospect identifiers from said purchase indicators, wherein said prospect identifiers identify said prospects, and said prospects comprise said intender lead.

2. The method of claim 1, further comprising the step of applying a predictive model to said prospects to select said intender lead.

3. The method of claim 1, further comprising the step of transferring said intender lead to an interested party.

4. The method of claim 3 wherein said transferring step occurs before said potential future purchases.

5. The method of claim 1, further comprising the step of initiating a direct marketing contact with an intender represented by said intender lead.

6. The method of claim 1 wherein said prospect identifiers are selected from the group consisting of telephone numbers, email addresses, and postal addresses.

7. The method of claim 1, further comprising the step of obtaining additional information associated with said prospects from a profile database, wherein said additional information is associated with said prospect identifiers in said profile database.

1 8. The method of claim 7 wherein said additional information comprises
2 contact information for said prospects.

1 9. The method of claim 7 wherein said additional information comprises
2 data enhancement information for said prospects.

1 10. The method of claim 1, further comprising the step of extracting auxiliary data
2 from said purchase indicators, wherein said auxiliary data is independent of
3 said prospects.

1 11. The method of claim 1 wherein said files are selected from the group
2 consisting of classified advertising, resumes, auction boards, life change
3 announcements, and postings to newsgroups, discussion forums, and email
4 lists.

1 12. The method of claim 11 wherein said purchase indicators comprise
2 classified automobile sales advertisements, and said potential future
3 purchases are selected from the group consisting of automobile,
4 automobile insurance, and roadside assistance package purchases.

1 13. The method of claim 11 wherein said purchase indicators comprise
2 classified home sales advertisements, and said potential future
3 purchases are selected from the group consisting of home, home
4 insurance, telephone service, and moving service purchases.

1 14. The method of claim 11 wherein said purchase indicators comprise
2 classified boat and RV sales advertisements, and said potential future
3 purchases comprise leisure product purchases.

1 15. The method of claim 11 wherein said purchase indicators comprise
2 resumes, and said potential future purchases comprise financial
3 planning services comprising 401(k) rollover services.

- 1 16. The method of claim 11 wherein said purchase indicators comprise
2 resumes comprising a current job title, company, and contact
3 information, and said potential future purchases comprise purchases of
4 business products appropriate for said company and said job title.
- 1 17. The method of claim 11 wherein said postings comprise requests for
2 purchase recommendations, and said potential future purchases
3 comprise purchases of products corresponding to said requests.
- 1 18. The method of claim 11 wherein said auction boards comprise bids for
2 auctioned items, and said potential future purchases comprise
3 purchases of items similar to said auctioned items.
- 1 19. The method of claim 11 wherein said purchase indicators are selected
2 from the group consisting of engagement announcements and wedding
3 announcements, and said potential future purchases are selected from
4 the group consisting of home, household appliances, home insurance,
5 and life insurance purchases.
- 1 20. The method of claim 11 wherein said purchase indicators comprise
2 birth announcements, and said potential future purchases comprise
3 infant product purchases.
- 1 21. The method of claim 11 wherein said purchase indicators comprise
2 obituaries, and said potential future purchases comprise financial
3 planning service purchases made by a surviving family member.
- 1 22. The method of claim 1 wherein said distributed computer system is the
2 Internet.
- 1 23. In a distributed computer system, a method of generating an intender lead, said
2 method comprising the steps of:

- 3 a) identifying purchase indicators representing potential future purchases by
4 prospects, said purchase indicators being contained within files in said
5 distributed computer system, said prospects including said intender lead;
6 b) extracting prospect identifiers from said purchase indicators;
7 c) obtaining contact information for said prospects from a profile database,
8 wherein said contact information is associated with said prospect identifiers in
9 said profile database;
10 d) applying a predictive model to said prospect identifiers and said contact
11 information to select said intender lead from said prospects; and
12 e) transferring contact information for said intender lead to an interested party.

1 24. The method of claim 23 wherein said transferring step occurs before said
2 potential future purchases.

1 25. The method of claim 23 wherein said prospect identifiers are selected from the
2 group consisting of telephone numbers, email addresses, and postal addresses.

1 26. The method of claim 23, further comprising the step of obtaining data
2 enhancement information from said profile database, wherein said data
3 enhancement information is associated with said prospect identifiers, and
4 wherein said predictive model is further applied to said data enhancement
5 information to select said intender lead from said prospects.

1 27. The method of claim 23, further comprising the step of extracting auxiliary
2 data from said purchase indicators, wherein said auxiliary data is independent
3 of said prospect identifiers, and wherein said predictive model is further
4 applied to said auxiliary data to select said intender lead from said prospects.

1 28. The method of claim 27 wherein said auxiliary data includes a
2 classification of a product of said potential future purchases.

1 29. The method of claim 23 wherein said files are selected from the group
2 consisting of classified advertising, resumes, auction boards, life change

3 C1 announcements, and postings to newsgroups, discussion forums, and email
4 lists.

1 30. The method of claim 29 wherein said purchase indicators comprise
2 classified automobile sales advertisements, and said potential future
3 purchases are selected from the group consisting of automobile,
4 automobile insurance, and roadside assistance package purchases.

1 31. The method of claim 29 wherein said purchase indicators comprise
2 classified home sales advertisements, and said potential future
3 purchases are selected from the group consisting of home, home
4 insurance, telephone service, and moving service purchases.

1 32. The method of claim 23 wherein said distributed computer system is the
2 Internet.

1 33. ~~33.02~~ A program storage device accessible by a server machine in a distributed computer
2 system, tangibly embodying a program of instructions executable by said server
3 machine to perform method steps for generating an intender lead, said method steps
4 comprising:

- 5 a) identifying purchase indicators representing potential future purchases by
6 prospects, said purchase indicators being contained within files in said
7 distributed computer system; and
8 b) extracting prospect identifiers from said purchase indicators, wherein said
9 prospect identifiers identify said prospects, and said prospects comprise said
10 intender lead.

1 34. The program storage device of claim 33 wherein said method steps further
2 comprise applying a predictive model to said prospects to select said intender
3 lead.

1 35. The program storage device of claim 33 wherein said method steps further
2 comprise transferring said intender lead to an interested party.

1 36. The program storage device of claim 35 wherein said transferring step
2 occurs before said potential future purchases.

1 37. The program storage device of claim 33 wherein said method steps further
2 comprise initiating a direct marketing contact with an intender represented by
3 said intender lead.

1 38. The program storage device of claim 33 wherein said prospect identifiers are
2 selected from the group consisting of telephone numbers, email addresses, and
3 postal addresses.

1 ^{sn} 39. ~~The program storage device of claim 33 wherein said method steps further~~
2 ~~comprise obtaining additional information associated with said prospects from~~
3 ~~a profile database, wherein said additional information is associated with said~~
4 ~~prospect identifiers in said profile database.~~

1 40. The program storage device of claim 39 wherein said additional
2 information comprises contact information for said prospects.

1 41. The program storage device of claim 39 wherein said additional
2 information comprises data enhancement information for said
3 prospects.

1 ^{sh} 42. ~~The program storage device of claim 33 wherein said method steps further~~
2 ~~comprise extracting auxiliary data from said purchase indicators, wherein said~~
3 ~~auxiliary data is independent of said prospects.~~

1 43. The program storage device of claim 33 wherein said files are selected from
2 the group consisting of classified advertising, resumes, auction boards, life
3 change announcements, and postings to newsgroups, discussion forums, and
4 email lists.

1 44. The program storage device of claim 43 wherein said purchase
2 indicators comprise classified automobile sales advertisements, and

3 said potential future purchases are selected from the group consisting
4 of automobile, automobile insurance, and roadside assistance package
5 purchases.

1 45. The program storage device of claim 43 wherein said purchase
2 indicators comprise classified home sales advertisements, and said
3 potential future purchases are selected from the group consisting of
4 home, home insurance, telephone service, and moving service
5 purchases.

1 46. The program storage device of claim 33 wherein said distributed computer
2 system is the Internet.